



Wisconsin Conservation Congress
Outreach & Public Relations
Meeting Minutes

WCC Meeting Minutes
Form 8300-026 (R 11/17) Page 1 of 2

ORDER OF BUSINESS	07/23/2019	7PM	Conference Call
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I. ORGANIZATIONAL MATTERS

A. CALL TO ORDER

Meeting called to order by	Terri Roehrig at 7:03PM
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B. ROLL CALL

ATTENDEES	Frank P, Yvonne M, Mike B, Joel T, Charles G, Terri R, Peter H, Tara R, Justin L, Paul G, Dale M, Cassandra E, Brad M, Mark L, Paul R, Trent T (DNR - Kari Zimmerman and Sarah Hoyer)
EXCUSED	
UNEXCUSED	Krystal W, Mike J, Dan H, Colleen L, Kenneth B
GUESTS	

C. AGENDA APPROVAL/REPAIR

DISCUSSION	
ACTION	Motion by Mike B to approve as printed- approved unanimous

D. REVIEW COMMITTEE MISSION STATEMENT

DISCUSSION	
ACTION	

E. PUBLIC COMMENTS

DISCUSSION	None
ACTION	

II. INFORMATION & ACTION ITEMS

A. Review of 2019-2020 Goals and Measurements

Chair Roehrig

DISCUSSION	Terri walked through the Long-term and Short-term Goals. Short term goals tend to be activity based versus results. FB ads have analytics. Goal is to create a baseline and see what is working. DNR & Advisory Committee required to have 2 posts per meeting by Chair, Vice Chair or Secretary. Question asked about what baseline we currently have in place and if DNR ever conducted study of public awareness of WCC. Kari noted to get a sample size for study to have value, cost is likely prohibitive. Funds are limited and would likely need to be funded by Friends of WCC. Frank noted that lots of this discussion comes back to understanding who is the audience.	
ACTION	Mark L made motion to ask DNR to provide WCC cost estimate to conduct baseline study on public awareness of the WCC. Motion carried	
PERSON(S) RESPONSIBLE		DEADLINE

B. Outreach Goals and Action Plan - Review of Strategic Planning Committee Ideas

Chair Roehrig assisted by Paul G

DISCUSSION	Mike B noted that it might be helpful to have mission statement printed on agenda. Kari noted some tend to be pretty long but she can ask committee chairs if they would like it there. Discussion started around delegates aware of what already exists. Have brochure on CC website under delegate resources along with Powerpoint Doc. Brochure is five years old. Need to even create greater awareness with WCC on how to find this information. Younger generation lives on digital. Very important if we want to capture more of them. Kari noted we do have brochures available. Committee was in favor of identifying what we currently have available. Trent asked if we could send some out to each of the districts (40?) instead of sending to individuals. Kari felt that was doable. Public Outreach members will be expected to talk at the Fall district meetings. Chair Roehrig will provide talking points that go out with brochures for fall meetings. Discussion on which groups to work with. All of the above, but we keep a very limited group that we partner with.
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	<p>Even then, we still disagree on some items. Are working on WI Coalition of Clean Water and Healthy Soils. Delegates need to be active and not just with Hook & Bullet clubs. Attend Chamber of Commerce, Lake Associations, Town Meetings, etc. Delegates identify other potential delegates. Delegate Target Market 35-60. Tend to have more time and are starting to settle in with more free time. Find those with interest. Question about budget for these events. Kari noted WCC does have a budget but much is used for travel for committees. Friends of WCC may fund if they see value. Can we solicit funds from non-profit for print materials? We do have a banner, a couple tables, a few folding chairs, and access to OHEC TOW trailers. Might need to inventory printed materials.</p> <p>Cassandra wanted to see if we could identify funding for FB ads. Possible issues with FB ads for Spring Hearing and have limited resources. Part of the process it to see what works/doesn't work. Need to continue to funnel information to FB page.</p> <p>Discussion around maybe helping delegates with what they should be doing? Perhaps general guidelines about how to do PR for the WCC?</p> <p>Some discussion about new delegates and an Welcome Letter from the Outreach Committee and assigning a mentor. Also discussed the need to get delegates familiar with the WCC website and the resources available and how to find things. Website is owned/managed by DNR so we do have restrictions on the design.</p>				
ACTION	<p>Mark L made motion to Create inventory of banners/print materials on hand currently. Motion passed unanimously. Cassandra made motion to find out what we can find in our budget to fund towards digital media/FB. Motion failed to gain a second.</p>				
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III. MEMBERS MATTERS

DISCUSSION	<p>Committee members realize we have lots of work to do and might need to meet a little more frequently to do some of the heavy lifting. Also might help to do in person. Can be a little tougher on the phone. Vital that if we do in person, that we get a good turnout so we can conduct business. Talk to leadership on those that didn't attend either of the two meetings. Likely next meeting in September. Running into hunting and other committee meetings. Also noted likely not needed to meet with Strategic Planning committee again. Hopes we continue to use FB. Check with Larry on additional admins.</p>
ACTION	

IV. ADJOURNMENT

MEETING ADJOURNED	9:09PM
SUBMITTED BY	Justin Loehrke Winnebago
DATE	07/23/2019